

Message Text

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PAGE 01 GENOA 00092 162239Z
ACTION EUR-12

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UNCLAS GENOA 0092

E.O. 11652: N/A
TAGS: BEXP, ENRG, TECH, IT
SUBJ: SOLAR ENERGY EXHIBITION-CONFERENCE AT GENOA, JUNE 15-18, 1978

REF: PALERMO 0038

1. THE GENOA INTERNATIONAL FAIR WILL HOST ITS FIRST INTERNATIONAL EXHIBITION OF SOLAR ENERGY SYSTEMS, APPLICATIONS AND TECHNOLOGY FROM JUNE 15-18, 1978. THIS EXHIBITION, WHICH HAS THE OFFICIAL BACKING OF THE EUROPEAN COMMUNITY AND THE ITALIAN MINISTRY OF COMMERCE, WILL ALSO FEATURE A SERIES OF SCIENTIFIC CONFERENCES.

2. THE EXHIBITION WILL INCLUDE A SECTION DEVOTED TO SOLAR ENERGY EQUIPMENT, E.G. FLAT PLATE SOLAR HEAT COLLECTORS, FOCUSING COLLECTORS, SOLAR STILL, SOLAR HEAT PUMPS, SOLAR FURNACES, SOLAR THERMO ELECTRIC GENERATORS, PHOTOVOLTAIC CONVERSION, PHOTOCHEMICAL CONVERSION, AND SOLAR HEAT STORAGE. ANOTHER SECTION WILL FOCUS ON THE POSSIBLE USES OF SOLAR ENERGY IN GENERAL INDUSTRIAL, CONSTRUCTION AND AGRICULTURAL APPLICATIONS.

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3. PROSPECTIVE EXHIBITORS ARE OFFERED SPACE EITHER IN THE INDOOR PAVILION B OF THE GENOA FAIR FACILITIES (15,000 SQUARE METERS) OR THE OUTDOOR AREA ADJOINING THE FAIR GROUNDS CONFERENCE HALL BUILDING. COST OF DISPLAY SPACE WILL BE LIRE 30,000 (APPROXIMATELY DOLS 41.50) PER SQUARE METER. FIRMS RENTING INDOOR/OUTDOOR

SPACE WILL BE OFFERED A FIVE PERCENT DISCOUNT FOR USING THE EXTERNAL AREA. IN ADDITION, PARTICIPATING FIRMS WILL BE REQUIRED TO PAY A LIRE 50,000 (APPROXIMATELY DOLS 70) SUBSCRIPTION FEE PLUS THE 14 PERCENT VALUE ADDED TAX. INTERESTED FIRMS MAY OBTAIN ADDITIONAL INFORMATION FROM FIERUQINTERNAZIONALE DI GENOVA, PIAZZALE KENNEDY 1, 16129 GENOA, ITALY, TEL: 010-595.651, OR FROM RAG. LUIGI FABIANO, INTEGRATED DISTRIBUTION SYSREMS, S.P.A., VIA V. RICCI 5/10, 16122 GENOA, ITALY, TEL: 010-587040, TELEX 28299.

4. THE GENOA ORGANIZERS HAVE RESCHEDULED THIS EXHIBITION TO AVOID CONFLICTING WITH THE SOLAR ENERGY EXHIBITION AT THE MEDITERRANEAN FAIR AT PALERMO WHICH RUNS FROM MAY 27-JUNE 11 (PALERMO 0038). MANY OF THE ITALIAN FIRMS EXHIBITING AT PALERMO WILL UNDOUBTEDLY BE ALSO PARTICIPATING IN THE GENOA FAIR. INTERESTED US FIRMS MAY FIND IT POSSIBLE ALSO TO PARTICIPATE IN THE TWO EXHIBITIONS.

COMMENT -

THE ORGANIZERS LATENESS IN PROVIDING SPECIFIC INFORMATION ON THIS SHOW MAY PREVENT INTERESTED US FIRMS FROM PARTICIPATING THIS YEAR. GIVEN GENOA S INTEREST AND INVOLVEMENT IN THE DEVELOPMENT OF ALTERNATE ENERGY SYSTEM, THIS SHOW IS A POTENTIALLY PROMISING SHOWCASE FOR THE SOLAR ENERGY INDUSTRY. THE LOCAL AREA IS NOTED BOTH FOR THE RESEARCH DONE BY THE UNIVERSITY OF GENOA IN SOLAR ENERGY APPLICATIONS, AND FOR THE WORK OF ANSALDO, UNCLASSIFIED

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THE GENOA BASED POWER EQUIPMENT MANUFACTURER, IN THE CONSTRUCTION OF PROTOTYPE SOLAR ENERGY SYSTEMS. ADDITIONALLY, THE MAJORITY OF THE ITALIAN FIRMS WHICH PRODUCE EQUIPMENT FOR SOLAR ENERGY ARE LOCATED WITHIN THE NORTHERN INDUSTRIAL TRIANGLE.

ACTION REQUESTED -

A. WE REQUEST THAT USDOC PUBLICIZE NOTICE OF THE GENOA SOLAR ENERGY EXHIBITION-CONFERENCE IN A FORTHCOMING ISSUE OF COMMERCE AMERICA AND NOTIFY APPROPRIATE SOLAR ENERGY TRADE ASSOCIATIONS AND MANUFACTURERS IN THE US.

B. IF IT APPEARS THAT US OFFICIAL AND PRIVATE PARTICIPATION IS POSSIBLE AND WARRANTED, WE WILL IMMEDIATELY INFORM THE EMBASSY (SCIENTIFIC ATTACHE , COMMERCIAL SECTION, USIS), USDOC, AND THE DEPARTMENT OF ENERGY OF THE SCHEDULED PARTICIPANTS AND THE PROGRAM FOR THIS CONFERENCE.DISCIUOLO

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